

ABSTRACT

The present invention relates to a novel neolignan (NEOLASA-I) 3-ethyl-2-methyl-3-(2'', 4'', 5''-trimethoxy-phenyl-1-(2',4',5'-trimethoxy) phenyl-1-(2',4',5'-trimethoxy)phenyl-1-propene and a process for the preparation of high purity, higher yield neolignan, α -asarone, 2,4,5-trimethoxy-phenyl propionone from β -asarone or β -asarone rich *Acorus calamus* oil containing α and γ - asarone by hydrogenating and dimerizing by treatment with DDQ in presence of an organic acid.